MINISTRY OF TOURISM, RECREATION AND CULTURE

PROGRAM DIRECTORY

Compiled by: Public Affairs Division
Tourism, Recreation and Culture
1117 Wharf Street
Victoria, B.C.
V8W 2Z2

INDEX

INTRODUCTION	i
MARKETING DIVISION	
Marketing Services	1
Domestic Marketing	2
United States Marketing	2-3
International Marketing	3
Attractions Marketing	4
B.C. Film Commission	4
DEVELOPMENT DIVISION	
Tourism Development	5
Accommodation Services	6
CULTURE, RECREATION AND HISTORIC RESOURCES DIVISION	
Cultural Services	7
Library Services	7-8
Recreation and Sport	8
Heritage Conservation	9
Special Cultural Programs	10
Provincial Museum	10-11
ATTRACTIONS OPERATIONS DIVISION	12
PUBLIC AFFAIRS DIVISION	13
MANAGEMENT SERVICES DIVISION	
Research Services	14
Financial Services	14-15
Personnel Services	15
Facilities and Administrative Services	16
Information Systems	16

INTRODUCTION

The Ministry of Tourism, Recreation and Culture was established on November 6, 1986.

The Ministry mandate is:

1) to promote travel opportunities available in British Columbia and to encourage and increase the number of visits to the Province;
2) to promote and encourage the tourism industry in British Columbia;
3) to encourage the development of the motion picture industry in the Province;
4) to provide programs that focus province-wide cultural, recreation and heritage conservation responsibilities;

The Ministry is responsible for the following legislation:

- Ministry of Tourism Act
- Travel Regulation Act
- Hotel Keepers Act
- Hotel Guest Registration Act
- Pacific National Exhibition Incorporation Act
- Recreational Facility Act
- Heritage Conservation Act
- Library Act
- Museum Act

The Ministry's goals for management and operational purposes are to develop and increase the value of tourism in British Columbia; to provide and foster leadership and participation through non-profit organizations in the culture, recreation and heritage fields; and to ensure that legislation, regulations and policies are consistent and supportive of program initiatives.

The Ministry objectives are to increase gross provincial revenues from tourism, culture, recreation, sport and heritage resources by increasing the number, average length of stay, and per diem expenditure of travellers and residents; to develop programs which will encourage participation by British Columbians and visitors in challenging and enriching activities; and to preserve these resources for future generations.

MARKETING DIVISION

Division Head: Virginia Greene, Assistant Deputy Minister

Program Title: MARKETING SERVICES

Objective: To increase the volume of tourism activity to and within the Province.

Program Initiatives:

1. To initiate trade advertising, brochures and publications for consumer and trade travel professionals and representation at travel trade shows and fairs.
2. To establish and coordinate educational tours around the Province for travel media, wholesalers and retail travel agents.
3. To develop and implement a variety of promotions designed to highlight British Columbia as a desired travel destination.
4. To coordinate and operate the Convention Sales Office which works with industry to sell the Province as a venue for meeting and convention travel.
5. To assist the private sector in developing new travel packages.
6. To promote shoulder-season tourism development through travel and trade shows, familiarization tours and publications.
7. To monitor the tourism industry in all market areas for new promotional methods, ideas and programs which can produce revenue through travel to B.C.
8. To liaise with advertising agencies with respect to media, markets and ad testing.
9. To prepare an annual Marketing Plan and provide planning assistance to the industry.
10. To warehouse and distribute all Ministry travel literature and publications.
11. To maintain, control and distribute available industry publications.
12. To develop, maintain and distribute a library of films available through the Ministry.

Information Contact:

Director
Marketing Services Branch,
Ministry of Tourism, Recreation and Culture
Suite 802 - 865 Hornby Street
Vancouver, V6Z 2G3
Telephone: (604) 660-2861

* *

Program Title: DOMESTIC MARKETING

Objective: To develop and implement strategies, programs and promotions directed to British Columbia's domestic strength markets, i.e. B.C. residents, Alberta and Ontario, and to develop further potential domestic market sources.

Program Initiatives:

1. To ensure the Ministry meets the demands and requirements of promotional initiatives in recognized and potential domestic markets.
2. To administer the Partners in Tourism program for the Ministry, and provide coordination and support of all cost-sharing programs involving private sector organizations and federal/provincial government bodies.

Information Contact:

Director
Domestic Marketing
Ministry of Tourism, Recreation and Culture
Suite 802 - 865 Hornby Street
Vancouver, V6Z 2G3
Telephone: (604) 660-2861

* *

Program Title: UNITED STATES MARKETING

Objective: To develop and implement strategies, programs and promotions directed to British Columbia's United States strength markets, i.e. Washington State, Oregon and California, and to recognize and develop non-traditional U.S. markets.

Program Initiatives:

1. To administer the Ministry's sales offices in Seattle, San Francisco and Los Angeles.
2. To coordinate promotional efforts of the U.S. sales offices, working with media and travel industry representatives to promote new products and services and maintain awareness of B.C. as an attractive place to travel.

Information Contact:

Director
United States Marketing
Ministry of Tourism, Recreation and Culture
Suite 802 - 865 Hornby Street
Vancouver, V6Z 2G3
Telephone: (604) 660-2861

Manager
Tourism British Columbia
Marsh & McLennan Building
720 Olive Way
Seattle, Washington
98101

Manager
Tourism British Columbia
100 Bush Street
San Francisco, California
94104

Manager
Tourism British Columbia
#34 - 3400 Wilshire Boulevard
Los Angeles, California
90010

* *

Program Title: INTERNATIONAL MARKETING

Objective: To develop and implement strategies, programs and promotions directed to British Columbia's International strength markets, i.e. United Kingdom, Japan, West Germany and to recognize and develop non-traditional overseas markets.

Program Initiatives:

1. To ensure the Ministry meets the demands and requirements of promotional initiatives in recognized and potential overseas markets.
2. To coordinate promotional efforts and work with media and travel industry partners to promote new products and services and maintain awareness of B.C. as an attractive place to travel.

Information Contact:

Director
International Marketing
Ministry of Tourism, Recreation and Culture
Suite 802 - 865 Hornby Street
Vancouver, V6Z 2G3
Telephone: (604) 660-2861

* *

Program Title: ATTRACTIONS MARKETING

Objective: To develop and implement strategies, programs and promotions designed to increase awareness of and attendance at attractions operated or substantially supported by the Ministry of Tourism, Recreation and Culture.

Program Initiatives:

1. To maintain close contact with the relevant attractions and the Attractions Operations Director and Marketing Directors of the Ministry to ensure the maximization of marketing opportunities.
2. To coordinate promotional efforts and work with the media and travel trade to promote these attractions as desirable visitor experiences.

Information Contact:

Director
Attractions Marketing
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-0125

* *

Program Title: B.C. FILM COMMISSION

Objective: To encourage the development of the motion picture and film industry in the Province.

Program Initiatives:

1. To maintain contacts with film producers around the world.
2. To scout out film locations in B.C. which are appropriate to producers' needs.
3. To advise on the availability of local crews.
4. To provide budget and production information as well as any other assistance which might encourage and attract international film crews to B.C.

Information Contact:

Commissioner
B.C. Film Commission
Ministry of Tourism, Recreation and Culture
Suite 802 - 865 Hornby Street
Vancouver, V6Z 2G3
Telephone: (604) 660-2732

DEVELOPMENT DIVISION

Division Head: James Doswell, Assistant Deputy Minister

Program Title: TOURISM DEVELOPMENT

Objective: To facilitate and support tourism development throughout British Columbia in cooperation with the private sector and all levels of government, and to ensure that British Columbia's tourism businesses have quick and easy access to relevant information.

Program Initiatives:

1. To stimulate and encourage the development of competitive and innovative tourism product in response to market demand.
2. To ensure visitor satisfaction through the maintenance and improvement of standards and service levels.
3. To assist in the coordination of education policies for the tourism industry in conjunction with other ministries and industry groups.
4. To design and coordinate the SuperHost course for government and private sector personnel.
5. To assist in the administration of the Economic Regional Development Agreement - Travel Industry Development Subsidiary Agreement together with the federal government and other government ministries.
6. To administer the Travel Infocentre Network.
7. To provide advice on government assistance programs available to individuals or businesses in the tourism industry.
8. To provide advice on industry studies, research reports and self-help publications available and how they can be obtained.
9. To provide information on service organizations or agencies which could provide assistance.

Information Contact:

Directors and/or Tourism Development Managers
Development Division
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1533

* *

Program Title: ACCOMMODATION SERVICES

Objective: To ensure that travellers in British Columbia have available information on a range of quality accommodation.

Program Initiatives:

1. To implement and coordinate a registration and counselling program for the accommodation sector.
2. To produce the annual accommodation guide.

Information Contact:

Manager
Accommodation Services
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1711

CULTURE, RECREATION AND HISTORIC RESOURCES DIVISION

Division Head: Barry Kelsey, Assistant Deputy Minister

Program Title: CULTURAL SERVICES

Objective: To provide programs and consultative services which will increase the social and economic benefits of cultural activities throughout the Province.

Program Initiatives:

1. To develop a financially and artistically viable arts sector in B.C. by assisting in the development of industry creative, marketing and administrative skills.
2. To make the arts more accessible to all British Columbians and visitors by assisting the development of the arts delivery systems.
3. To ensure effective distribution, care and development of the B.C. Art Collection.
4. To encourage the cooperation of funding agencies on projects and arts-related matters.
5. To manage government funds and human resources to ensure equitable funding to clients, maximum staff contact with the public, and minimum delays in responding to requests for assistance.

Information Contact:

Director
Cultural Services Branch
Ministry of Tourism, Recreation and Culture
333 Quebec Street
Victoria, V8V 1X4
Telephone: (604) 387-1011

* *

Program Title: LIBRARY SERVICES

Objective: To promote and encourage the establishment and extension of public library services throughout British Columbia.

Program Initiatives:

1. To improve the quality of existing library facilities
2. To ensure maintenance of collections through financial support for the purchase of materials and provision of special materials for the handicapped.

3. To encourage library development through support of provincial library associations, and training and support of local board initiatives.
4. To provide an effective range of services complementing local libraries, such as books-by-mail.
5. To ensure effective communication between the Ministry and the library community.

Information Contact:

Director
Library Services Branch
Ministry of Tourism, Recreation and Culture
333 Quebec Street
Victoria, V8V 1X4
Telephone: (604) 387-1011

* *

Program Title: RECREATION AND SPORT

Objective: To provide leadership to promote the social and economic development of British Columbians through recreation and sport participation.

Program Initiatives:

1. To foster a network of self-sufficient organizations capable of providing recreation and sport opportunities, through financial and consultation support.
2. To support the training of coaches, officials, administrators and instructors so that they have a positive impact on individual and community development.
3. To promote participation in recreation and sport activities by visitors and residents.
4. To recognize, encourage and support the pursuit of athletic excellence.

Information Contact:

Director
Recreation and Sport Branch
Ministry of Tourism, Recreation and Culture
333 Quebec Street
Victoria, V8V 1X4
Telephone: (604) 387-1011

* *

Program Title: HERITAGE CONSERVATION

Objective: To provide leadership in the protection and conservation of heritage resources in the Province, and to promote understanding, awareness and appreciation of the heritage of British Columbia.

Program Initiatives:

1. To promote cooperative heritage conservation policies and programs in the public and private sectors.
2. To encourage and assist local agencies, societies and individuals to identify, protect, conserve and interpret heritage resources.
3. To ensure the protection, conservation and management of selected provincial heritage resources.
4. To increase awareness and understanding of B.C.'s heritage through public education and information programs.
5. To provide technical services to communities in the area of building restoration and advice on programs of the B.C. Heritage Trust.
6. To provide assistance to Crown agencies and others on heritage building restoration and maintenance.
7. To protect and manage heritage resources, implement site designations, monitor heritage impact assessments, record heritage sites to ensure minimum impact to those sites from development.
8. To publish technical guidelines, develop travelling displays and operate the Resource Information Centre.
9. To implement the Mackenzie Trail Agreement, the Cascade Agreement, the Klondike National Historic Park Agreement, and to develop the Keremeos Grist Mill site, Petroglyph Park and the Nelson Main Street program.
10. To undertake policy and program analysis and monitor legislative changes and legal judgements in the heritage field.
11. To administer the Heritage Conservation Act.

Information Contact:

Director
Heritage Conservation Branch
Ministry of Tourism, Recreation and Culture
333 Quebec Street
Victoria, V8V 1X4
Telephone: (604) 387-1011

* *

Program Title: SPECIAL CULTURAL PROGRAMS

Objective: To develop policies and procedures which will ensure cost-effective, timely and innovative cultural programs to take advantage of current opportunities being provided through new federal cost-sharing agreements.

Program Initiatives:

1. To recommend participation in those cultural industries which will enhance job creation, diversification of the provincial economy and positive tourist promotion potential.
2. To provide a variety of approaches to facilitate diversification of economic development and to provide labour-intensive opportunities.
3. To negotiate a cultural Economic Regional Development Agreement with the federal government.
4. To organize the 1988 Pacific Rim Book Fair.
5. To explore cultural exchanges, establishment of international festivals and conferences, etc.

Information Contact:

Director
Special Cultural Program
Ministry of Tourism, Recreation and Culture
333 Quebec Street
Victoria, V8V 1X4
Telephone: (604) 387-1011

* *

Program Title: PROVINCIAL MUSEUM

Objective: To acquire and preserve collections, study and interpret collections and their context, and to diffuse knowledge to the public about the collections representing British Columbia's human and natural history.

Program Initiatives:

1. To acquire objects and specimens which represent the material remains of British Columbia's human and natural history.
2. To preserve material objects which assist in interpreting the history of British Columbia.

3. To extract information which will be interpreted to create new knowledge about the history of B.C.
4. To package study results and interpretation of the collections of objects and specimens into a form (exhibits, publications, television programs, etc.) which can be communicated to the public.
5. To assume a leadership role in the B.C. museum community by offering advice and assistance to museums in the Province.
6. To provide library and archival searches, scientific research and interviews with informants.
7. To provide permanent exhibits, travelling exhibits, speakers tours, publications and auditorium programs.
8. To provide internships, training, speaking at conferences, verbal and written advice, and publications on techniques.

Information Contact:

Director
Provincial Museum
Ministry of Tourism, Recreation and Culture
675 Belleville Street
Victoria, V8V 1X4
Telephone: (604) 387-3685

ATTRACTIONS OPERATIONS DIVISION

Division Head: Wayne Carter, Director

Objective: To develop, preserve, manage and present historic and heritage attractions to the public.

Program Initiatives:

1. To operate Barkerville Historic Town, Cottonwood House, Fort Steele and Kilby Store Heritage Parks as attractions for resident and visitor enjoyment and education, and economic benefit to the Province.
2. To encourage research, identify, protect, interpret and undertake programs to present British Columbia heritage resources to the travelling public.
3. To co-ordinate the daily operation of additional facilities and sites administered by the Ministry to optimize their use as visitor attractions.
4. To co-ordinate attractions operations with marketing strategies.
5. To encourage and facilitate volunteer efforts and co-operative activities with individuals, non-profit organizations and the business community.
6. To seek ways to recover a portion of the costs of operation and maintenance of attraction facilities.
7. To act as administrator and represent the Ministry in ensuring the Pacific National Exhibition meets the expectations of visitors and the Ministry.
8. To represent the Ministry on the Board of Directors for the Royal Hudson Steam Train Society and ensure the continued operation of the train excursion as a prime tourist attraction.

Information Contact:

Director
Attractions Operations
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-0125

PUBLIC AFFAIRS DIVISION

Division Head: Lynda Cronin, Director

Objective: To ensure the perception of the Ministry as a bright, aggressive and professional agency of the government and to ensure that all Branches of the Ministry convey a consistent and positive image with respect to Ministry goals, activities and concerns.

Program Initiatives:

1. To act as focal point for liaison with the various industries and agencies with which the Ministry does business.
2. To coordinate the activities of the Provincial Tourist Advisory Council and ensure the coordination of appropriate responses to industry concerns.
3. To prepare and publish the Ministry newsletters and organize a conference program to ensure regular delivery of the Ministry message to appropriate audiences.
4. To conduct the general press and public relations of the Ministry and play a coordinating role for Ministry activities.
5. To coordinate the area of federal-provincial relations and the preparation of briefing materials for the Minister and Cabinet.
6. To coordinate Ministry policy positions and papers.
7. To draft speeches, messages and reports for the Minister and senior Ministry officials.
8. To produce and distribute publications and brochures on the Ministry's programs, policies and projects, i.e. Annual Report, Program Directory, etc.

Information Contact:

Director
Public Affairs
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1311

MANAGEMENT SERVICES DIVISION

Division Head: Evelyn Greene, Executive Director

Program Title: RESEARCH SERVICES

Objective: To develop and manage a comprehensive and effective research service which provides the data, information and analysis necessary for the Ministry and its program groups to make decisions on future actions.

Program Initiatives:

1. To provide timely, basic information on tourism industry performance for the Ministry.
2. To undertake marketing, visitor and participant surveys to assist the Ministry and its program groups to achieve their goals.
3. To identify and analyze significant trends and issues facing the Ministry and its areas of responsibility, including assistance in forecasting and evaluating the implementation of Ministry projects and activities.

Information Contact:

Director
Research Services
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1428

* *

Program Title: FINANCIAL SERVICES

Objective: To develop and manage a comprehensive and effective financial administration and management information system.

Program Initiatives:

1. To manage financial and accounting programs for purposes of asset, expenditure and revenue control.
2. To co-ordinate the Ministry's budgetary process and Treasury Board submissions.
3. To develop systems, policies, procedures and training to achieve the above.
4. To assist in the Ministry audit plan.
5. To provide financial services to the Ministry as required.

Information Contact:

Director
Financial Services
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1428

* *

Program Title: PERSONNEL SERVICES

Objective: To develop and manage a comprehensive personnel administration program.

Program Initiatives:

1. To develop and coordinate a comprehensive personnel management program to ensure the effective utilization of the Ministry's human resources.
2. To provide technical advice and assistance on recruitment and selection, labour relations, and interpretation of collective agreements.
3. To conduct and implement organization reviews, job analyses and evaluations.
4. To administer salary compensation and benefit plans.
5. To develop and administer staff training and development plans.

Information Contact:

Director
Personnel Services
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1428

* *

Program Title: FACILITIES AND ADMINISTRATIVE SERVICES

Objective: To develop, implement and manage efficient facilities and administrative support services.

1. To provide a system of facilities and administrative support to the Ministry.
2. To act as a Ministry resource in the areas of space allocation, asset acquisition, communication systems, vehicles, printing, general office supplies and Records Management.
3. To assist with policy interpretation as it applies to specific areas of responsibility.

Information Contact:

Manager
Facilities and Administrative Services
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1428

* *

Program Title: INFORMATION SYSTEMS

Objective: To develop and manage comprehensive and effective information systems for the Ministry.

Information Contact:

Director
Information Systems
Ministry of Tourism, Recreation and Culture
1117 Wharf Street
Victoria, V8W 2Z2
Telephone: (604) 387-1428